

REP HEADLINE# 6399536
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
OCT29/12 11.39
*** WFLA-TV ***

ADV # ADV. NAME FOLIE/OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6399536 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FPR AMERICA EST#2265 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

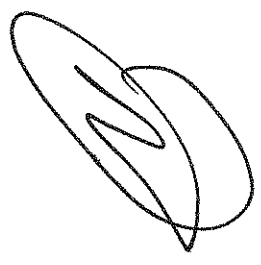
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT29/12 11.39

REP: NEW ORDER
TTL \$55,420 Q30X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA



9/10/29

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1237A-136A	60		\$800.00	10/30	11/2	4		TU-F	4
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 2265
PROGRAM : LT NITE W/JIMMY FALLON
CON COM1: LT NITE W/JIMMY FALLON

WFLA-TV (CS)

OCT29/12 11.39
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	60		\$760.00	10/30	11/2	4		TU-F	4
3			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	60		\$3,400.00	10/30	11/2	2		TU-F	2
4			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	60		\$3,400.00	10/30	11/2	1		TU-F	1
5			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	60		\$2,900.00	10/30	11/2	3		TU-F	3
6			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	60		\$4,000.00	10/30	11/2	0		TU-F	0
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	60		\$4,000.00	10/30	11/2	3		TU-F	3
8			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	60		\$2,080.00	10/30	11/2	3		TU-F	3
9			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1: RATES ARE 8/27-9/30 CON COM1: NC 8 TODAY AT 430A	60		\$100.00	10/30	11/2	3		TU-F	3
10			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	60		\$2,000.00	11/3	11/3	1		SAT	1

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 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT29/12 11.39
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			800P-1100P	60		10000.00	11/4	11/4	0		SUN	0
PROGRAM : NFL PRESEASON:INDEPIT8/19/12												
CON COM1: NFL PRESEASON:INDEPIT8/19/12												
12			800A-900A	60		\$2,200.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
13			900A-1000A	60		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
14			1200N-100P	60		\$760.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
15			700A-900A	60		\$4,000.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
16			900A-1000A	60		\$2,080.00	11/5	11/6	1		M-TU	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
17			430A-459A	60		\$100.00	11/5	11/6	1		M-TU	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
NOV/12			55420.00									
CONTRACT TOTAL												55420.00
TOTAL SPOTS												30

MARKET TOTALS \$110,840 WFLA 50% WFTS 25% WTSP 25% WTVT 0% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 819 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	55420	Campaign Ref:	E:063995360
Buyer:		Client/Product/Estimate:	95 / 101 / 2265	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06399536
Est./PO Number:	06399536	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night .TWTF..	01	800	60 Comme	Nbr of Spots	4		4	3200
2	M-F 12p Today Show III .TWTF..	01	760	60 Comme	Nbr of Spots	4		4	3040
3	M-F 5p News .TWTF..	01	3400	60 Comme	Nbr of Spots	2		2	6800
4	M-F 530p News .TWTF..	01	3400	60 Comme	Nbr of Spots	1		1	3400
5	M-F 6a News .TWTF..	01	2900	60 Comme	Nbr of Spots	3		3	8700
6	M-F 7a Today Show .TWTF..	01	4000	60 Comme	Nbr of Spots	3		3	12000
7	M-F 9a Today Show II .TWTF..	01	2080	60 Comme	Nbr of Spots	3		3	6240
8	M-Th, Su 430a News .TWTF..	03	100	60 Comme	Nbr of Spots	3		3	300
9	Sat 7a Today Show	01	2000	60 Comme	Nbr of Spots	1		1	2000
Weekly Totals: Total Spots(Ord Spots)						26	4	30	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 819 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 55420	Campaign Ref: E:063995360
Buyer: " "	Client/Product/Estimate: 95 / 101 / 2265	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06399536
Est./PO Number: 06399536	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	Sun 8a Today ShowS	01	2200	60 Comme	Nbr of Spots 1		1	2200
11	Sun 9a NewsS	03	600	60 Comme	Nbr of Spots 1		1	600
12	M-F 12p Today Show III M.....	01	760	60 Comme	Nbr of Spots 1		1	760
13	M-F 7a Today Show M.....	01	4000	60 Comme	Nbr of Spots 1		1	4000
14	M-F 9a Today Show II MT.....	01	2080	60 Comme	Nbr of Spots 1		1	2080
16	M-Th, Su 430a News M.....	03	100	60 Comme	Nbr of Spots 1		1	100
Weekly Totals: Total Spots(Ord Spots)					26	4	30	

Grand Totals				Month 11 Weeks: 4			
Totals		10/29	11/05				
Spots	30		26				
Cost	55420		48400				

Grand Totals: Spots: 30
Gross Total: 55,420.00

Commission:	8,313.00
Net Total:	47,107.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama Fpr America

2012
INVOICE DATE 11/25/12
ORDER TYPE Political
WFLA I SS
E:063995360
WFLA
INVOICE NUMBER 0100033805
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /2265
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1237a ET / 1137p CT Late N	800.00	1	4	10/30	TU	01:33A	01:00 DFA12G181 1:00 Commercial	800.00	
				10/31	WE	01:26A	01:00 DFA12G181	800.00	
				11/01	TH	01:28A	01:00 DFA12G181	800.00	
				11/02	FR	01:20A	01:00 DFA12G181	800.00	
M-F 12p Today Show III	760.00	2	4	10/30	TU	12:29P	01:00 DFA12G181 1:00 Commercial	760.00	
				10/31	WE	12:51P	01:00 DFA12G181	760.00	
				11/01	TH	12:51P	01:00 DFA12G181	760.00	
				11/02	FR	12:29P	01:00 DFA12G181	760.00	
M-F 5p News	3400.00	3	2	10/31	WE	05:12P	01:00 DFA12G181 1:00 Commercial	3400.00	
				11/01	TH	05:10P	01:00 DFA12G181	3400.00	
M-F 530p News	3400.00	4	1	10/31	WE	05:39P	01:00 DFA12G181 1:00 Commercial	3400.00	
M-F 6a News	2900.00	5	3	10/30	TU	06:52A	01:00 DFA12G181 1:00 Commercial	2900.00	
				11/01	TH	06:10A	01:00 DFA12G181	2900.00	
				11/02	FR	06:59A	01:00 DFA12G181	2900.00	
M-F 7a Today Show	4000.00	6	3	10/31	WE	07:28A	01:00 DFA12G181 1:00 Commercial	4000.00	
				11/01	TH	07:58A	01:00 DFA12G181	4000.00	
				11/02	FR	08:56A	01:00 DFA12G181	4000.00	
M-F 9a Today Show II	2080.00	7	3	10/30	TU	09:29A	01:00 DFA12G181 1:00 Commercial	2080.00	
				10/31	WE	09:50A	01:00 DFA12G181	2080.00	
				11/01	TH	09:56A	01:00 DFA12G181	2080.00	
M-Th, Su 430a News							*WFLA 1:00 Commercial		

*** Continued ***

PERIOD COST	55,420.00	30 Total Units		Debits	.00
		ACTUAL GROSS BILLING	55,420.00	Credits	.00
		AGENCY COMMISSION	8,313.00		.00
		NET DUE	47,107.00	SUB-TOTALS	
				TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER: Barack Obama/ D/ President
PRODUCT: Obama Fpr America

INVOICE NUMBER 0100033805
BROADCAST MONTH 10/29/2012 - 11/25/
AMOUNT DUE 47,107.00

REMIT TO:

*00166

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038634 00000100033805 004710700 8



WFLA-TV

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WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama For America

2012
INVOICE DATE 11/25/12 E:063995360
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033805
PAGE 2
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /2265
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	100.00	8 3	10/30	TU	04:43A	01:00 OFA12G181	100.00		
			10/31	WE	04:40A	01:00 OFA12G181	100.00		
			11/01	TH	04:52A	01:00 OFA12G181	100.00		
Sat 7a Today Show					*WFLA	1:00 Commercial			
2000.00	9 1	11/03	SA	08:43A	01:00 OFA12G181	2000.00			
Sun 8a Today Show					*WFLA	1:00 Commercial			
2200.00	10 1	11/04	SU	08:28A	01:00 OFA12G181	2200.00			
Sun 9a News					*WFLA	1:00 Commercial			
600.00	11 1	11/04	SU	09:21A	01:00 OFA12G181	600.00			
M-F 12p Today Show III					*WFLA	1:00 Commercial			
760.00	12 1	11/05	MO	12:27P	01:00 OFA12G181	760.00			
M-F 7a Today Show					*WFLA	1:00 Commercial			
4000.00	13 1	11/05	MO	07:28A	01:00 OFA12G181	4000.00			
M-F 9a Today Show II					*WFLA	1:00 Commercial			
2080.00	14 1	11/06	TU	09:29A	01:00 OFA12G181	2080.00			
M-Th, Su 430a News					*WFLA	1:00 Commercial			
100.00	16 1	11/05	MO	04:51A	01:00 OFA12G181	100.00			
Total Airtime Gross Spot Revenue:			55,420.00						

PERIOD COST 55,420.00

30 Total Units
ACTUAL GROSS BILLING 55,420.00
AGENCY COMMISSION 8,313.00
NET DUE 47,107.00

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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